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OCT 17 2007

AMENDMENTS TO THE CLAIMS

Claims 1-36 (Cancelled).

37. (Currently Amended) A method for determining personality type to facilitate the delivery of personality based products, advice or services comprising the steps of:

- a. a system proprietor providing a computer system including a database of a plurality of personality related tests and questions;
- b. the system proprietor providing remote access to the system to a third party administrator utilizing an administrator computer;
- c. the system proprietor collecting from the administrator computer via the remote access identifying information related to an individual user selected by the administrator;
- d. the system proprietor permitting the administrator via the remote access to select ones of the tests and questions in the database to be presented to the individual user;
- e. the system proprietor providing remote access to the system to a user computer identified as being operated by the individual user based upon receipt from the user computer information corresponding to the identifying information provided by the administrator computer;
- f. the system proprietor providing to the user computer via the remote access the tests and questions selected by the administrator and collecting data from the individual user via the remote access including results of the tests and responses to questions and storing the data in the database;
- g. the system proprietor comparing the test results and the question responses of the individual user with a predetermined set of references to develop a set of characteristic data of the individual user and determining a personality type of the individual user from the characteristic data;
- h. the system proprietor informing the administrator of the test results and question responses of the individual user; and
- i. the system proprietor matching the personality type of the individual user with a corresponding product, advice or service.

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38. (Previously Presented) The method for determining personality type according to Claim 37 wherein said step f. includes administering at least one of a personality test, a scenario-based test and a roll play-based test to the individual user to obtain the test results.

39. (Previously Presented) The method for determining personality type according to Claim 37 wherein said step f. includes collecting at least one of demographic data, psychographic data, quality of life data, life style data, behavior data, and declared preferences data from the individual user to obtain the question responses.

40. (Previously Presented) The method for determining personality type according to Claim 39 wherein said behavior data includes at least one of provided behavior data and observed behavior data.

41. (Previously Presented) The method for determining personality type according to Claim 37 including selecting from a plurality of questions and tests specific ones of the questions and tests to be presented to the identified user during said step f. based upon data previously collected from the identified user.

42. (Previously Presented) The method for determining personality type according to Claim 37 including after performing said step e. selecting a presentation medium for each of the questions and tests to be presented to the individual user.

43. (Previously Presented) The method for determining personality type according to Claim 37 including performing said step g. by selecting one of a plurality of classification systems based upon a type of matching to be performed in said step i., each said classification system having an associated predetermined set of references.

44. (Previously Presented) The method for determining personality type according to Claim 37 including performing said step g. by selecting one of a plurality of scoring methods for scoring the results of the tests.

45. (Previously Presented) The method for determining personality type according to Claim 37 including performing said step i. by matching the individual user with the product, advice or service preferred by other users having a similar personality type.

46. (Previously Presented) The method for determining personality type according to Claim 37 including performing said step e. by obtaining context data from the individual user and matching the individual user with the product, advice or service associated with the individual user personality type and context data.

47. (Previously Presented) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user and performing again said step d. including the feedback data in the comparison with the test results and the question responses.

48. (Previously Presented) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of a characteristic represented by the characteristic data, obtaining feedback data from the individual user and performing again said step g. including the feedback data in the comparison with the test results and the question responses.

49. (Previously Presented) The method for determining personality type according to Claim 37 including performing said step e. by assigning to the individual user a password selected by the administrator.

50. (Previously Presented) The method for determining personality type according to Claim 37 including performing said step f. by presenting a series of questions to the individual user, at least one of the questions being selected based upon a response of the individual user to a previous question in the series of questions.

51. (Previously Presented) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user and performing again said step g. including the feedback data in the comparison with the test results and the question responses, said step g. being performed by selecting one of a plurality of classification systems based upon a type of matching to be performed in said step i., each said classification system having an associated predetermined set of references.

52. (Previously Presented) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user, utilizing the feedback data to change at least one of a scoring method for scoring the results of the tests and the personality type, and performing again said step g.

53. (Previously Presented) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user and performing again said step g. including the feedback data in the comparison with the test results and the question responses, and performing said step i. by matching the individual user with the product, advice or service preferred by other users having a similar personality type.

54. (Previously Presented) The method for determining personality type according to Claim 37 including performing said step f. by selecting an order of presentation of questions to the individual user.

55. (Previously Presented) The method for determining personality type according to Claim 37 including performing said steps c. through i. for a plurality of the individual users associated as a group.

56. (Previously Presented) The method for determining personality type according to Claim 37 wherein said step g. includes scoring the results of the tests.

Claims 57-58 (Cancelled)